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FLORIDA DEPARTMENT OF HEALTH IN MIAMI-DADE COUNTY CELEBRATES NATIONAL BREASTFEEDING MONTH



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Miami, Fla.— The Florida Department of Health in Miami-Dade County is celebrating National Breastfeeding Month this August. This year's theme — **Breastfeeding: Foundation of Life** focuses on breastfeeding as the foundation of lifelong good health for babies and mothers.

“Breastfeeding benefits extend well beyond basic nutrition for the baby. It provides health benefits for babies and mothers. The Breastfeeding Awareness Walk highlights the importance of breastfeeding and reminds us of the need to continue to create supportive and safe environment for the mothers who chose to breastfeed,” according to Dr. Lillian Rivera, RN, MSN, PhD, Administrator/Health Officer of the Florida Department of Health in Miami-Dade County.

The Florida Department of Health in Miami-Dade County will recognize World Breastfeeding Week and National Breastfeeding month with our **7th Annual Breastfeeding Awareness Walk, being held on Saturday, August 4th at Tropical Park, located at 7900 Bird Road in Miami.** The event is co-sponsored with the Healthy Start Coalition in Miami-Dade County. Registration begins at 8 a.m. and will run until 2 p.m. An official Big Latch On event will take place concurrently, starting at 10 a.m. The event is free and open to the public.

In the kid's zone there will be water slides, balloon artist, face painting, airbrush tattoo artists and a “Kid's Creative Corner” tent. This year's entertainment will consist of Zumba, yoga, and food demonstrations. MyMomGlow will be hosting, for the third year in a row, the “Global Big Latch On”, a worldwide event to break the record of number of infants/children latching at the same time around the entire world. The Learning Tent will have classes and workshops on breastfeeding and nutrition, infant and child safety, car seat safety and pumping 101.

An amazing addition to this year's event is the “Nursing & Pump Lounge” with A/C for mothers to relax, nurse/pump and cool off. Two massive “Health & Safety Expo” tents will bring together 60 organizations, businesses and community programs to provide information, education and giveaways to attendees. There will be several mobile units providing screenings, education and giveaways.

Sponsors include Nicklaus Children's Hospital, Spectra Baby USA, Bravado Designs Nursing Bras, Community Medical Group, Sunshine Health, Wellcare, Baby's First Test, Jackson Health System, Portofino Pediatrics, United Way of Miami-Dade, Urban Oasis Project, Inc., Community Health of South Florida, Inc., Elite Spine, Florida Center For Allergy & Asthma Care, Hungry Harvest, Jewish Community Services, Miami Beach Community Health Center, Inc., Our Kids of

Monroe/Miami-Dade, Priority Medical Education, Sharkey's Cuts for Kids, The Developing Mother, United Healthcare, University of Florida Hialeah Dental Center and Valley National Bank.

Local WIC agencies offer resources and staff to help breastfeeding mothers. WIC agencies may have International Board Certified Lactation Consultants who have a high level of specialized knowledge in breastfeeding to assist clients. WIC agencies also have Breastfeeding Peer Counseling Programs. The trained peer counselors are chosen from the same socio/economic/ethnic groups as WIC clients and have successfully breastfed their own babies. Breastfeeding peer counselors provide mother-to-mother basic breastfeeding education and support to pregnant and breastfeeding moms.

For more information about the Florida WIC program call 1-800-342-3556 or visit www.FloridaWIC.org. To learn more about National Breastfeeding Month and the benefits of breastfeeding visit www.usbreastfeeding.org, www.Illi.org or www.flbreastfeeding.org.

About the Florida Department of Health

The department, nationally accredited by the [Public Health Accreditation Board](#), works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

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